

ABSTRACT OF THE DISCLOSURE

A system and method for establishing a direct connection through a multimedia-capable service network. Upon receiving at a network element serving a subscriber  
5 an indication to initiate a direct connect session involving the subscriber, a multimedia call engine is invoked to launch a call treatment application for the subscriber. A service profile associated with the subscriber is queried to determine an authorized  
10 destination and associated service options. A one-way or two-way direct connect session to the appropriate destination or destinations is commenced thereafter based on at least a portion of the applicable service profile options.